



## Comparison of Design Research on Manufacturing Firms Moving Towards Services

**Matzen, Detlef; Sakao, Tomohiko; Sandström, Gunilla Ölundh**

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PhD Student Detlef Matzen, M.Sc. Eng.  
Section for Engineering Design & Product Development  
  
Technical University of Denmark  
Nils Koppels Allé 404  
DK-2800 Kgs. Lyngby  
@: dma@mek.dtu.dk



Fellow Gunilla Ölundh Sandström, Ph.D  
Division for Integrated Product Development  
Department of Machine Design  
  
KTH, Machine Design  
SE-100 44 Stockholm  
@: gunilla@md.kth.se

# COMPARISON OF DESIGN RESEARCH ON MANUFACTURING FIRMS MOVING TOWARDS SERVICES

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Detlef Matzen<sup>1</sup>, Tomohiko Sakao<sup>2</sup> and Gunilla Ölundh Sandström<sup>3</sup>  
<sup>1</sup>Danmarks Tekniske Universitet  
<sup>2</sup>Technische Universität Darmstadt (now at Mitsubishi Research Institute Inc.)  
<sup>3</sup>Kungliga Tekniska högskolan



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## Motivation

Corresponding to a steadily advancing integration of products and service operations in the manufacturing industry, a number of research groups within the design community are working with issues of integrated product and service development. Although closely related, the evolving groups focus on different research dimensions, and thus the terminologies and concepts used in research contributions are not fully compatible.

This research attempts to promote and support an evolving collaboration between the different research groups within the design community, by analysing and comparing the key contribution areas of three of the existing groups, namely the groups of

►Integrated Product and Service Engineering, IPSE, (research project in Sweden)

►Service/Product Engineering, S/P (research network in Japan) and

►Product/Service-System development, PSS, (research group at DTU in Denmark).

The groups have recently founded a research network under the heading of *International Product Service System Design Research Community* including also researchers from the Faste laboratory in Sweden, the SFB/TR 29 programme and the pmd group of TU-Darmstadt in Germany as well as the G-SCOP Laboratory at INPG in France.

Areas in which further investigation or closer collaboration with other research domains and groups can be of importance.

## Methodolgy

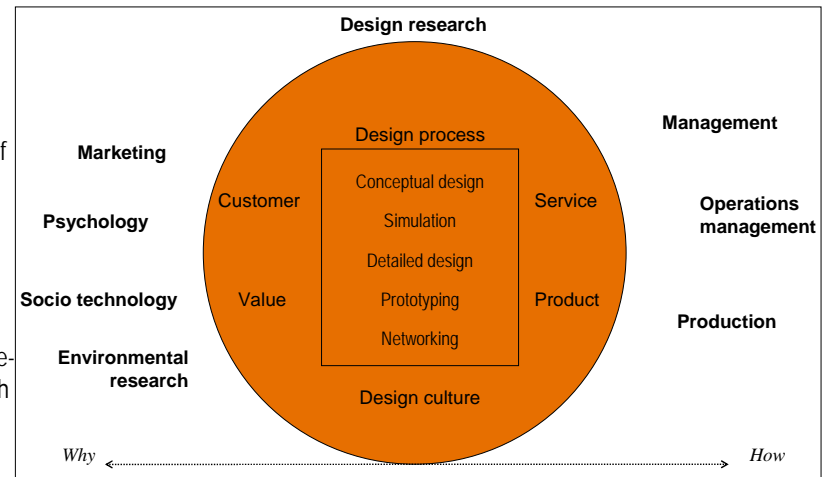
A review of the groups' research contributions is carried out and the main characteristics' of their research is compared. Furthermore a comparative table of concepts and terms used in the contributions of the three groups in compiled. Based on this comparison, 3 focal research dimensions are identified. Finally the research domains' links to other related research domains outside the design community are identified.

The research is deliberately focused on the research groups of the participating authors, in order to support the exchange of concepts and approaches within the evolving network.

## Domain Links

Design research within PSS links with a large number of other domains of both research and industrial activity.

The figure shows one view on what is the object of design research in PSS, and what external domains of research PSS design research links to.



## Research dimensions and groups' focus areas

The figure below defines a number of important dimensions within the domain of PSS development.

The boxes illustrate the focus areas and characteristics of the analysed research groups' contributions. The embedded illustrations are drawn from the respective groups' publications.

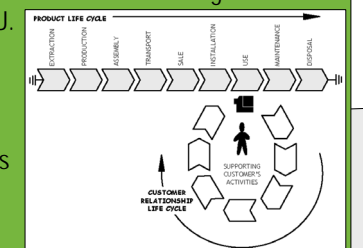
The necessary changes in the customers operational patterns and dispositions is not researched into.

It seems as if a main barrier against the dissemination of PSS business models is the necessary changes and alignment of customers organisation and activity.

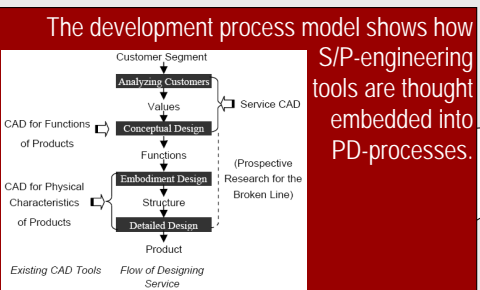
An understanding of the different types of relationships and their characteristics is sought in the research at DTU.

The necessary alignment between supplier and customer is emphasized.

The *Customer Activity Cycle* model and its application in analysis and scenario building visualises the activity sequence of the customer and his interactions with the supplier network over the customer and product life cycle periods.



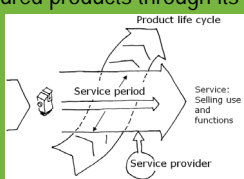
SMEs need guidance and support in restructuring their operational organisation and task division for the delivery of PSS. The IPSE project aims for models providing this support.



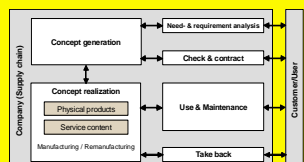
A slightly different view is focusing on the design of the single servicing activity, as represented by the so called service model.



One view upon the object of PSS development is the support of a manufactured products through its complete life cycle. The supplier retains operational responsibility throughout all life phase systems of the product.



The IPSE framework model supports the communication channels for understanding the customer and identifying customer needs.



The S/P-Engineering tools enable the creation of activity scenarios describing the activity sequence in the single service delivery interaction. Different customers perception of the service interaction is modelled by the integration of persona models.

The exchange of information between supplier and customer – and between partners in the supplier network, is not addressed specifically in the analysed research contributions. Nonetheless, many contributions point to the benefit potentials of information feedback from use phase to e.g. development.

The IPSE-methodology is developed and tested together with 12 SMEs in two learning networks. It is a stepwise methodology guiding companies from idea generation, finding customer needs, make a business analysis of the concept and, how to develop and deliver the product and service offering.

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